

# **KIN CANADA'S SPRING REPORT**



**UPDATES AND OUTCOMES FROM THE  
FROSTY FEBRUARY FRENZI**

**FEBRUARY 8-9, 2019**

## ABOUT THE FEBRUARY FACE-TO-FACE MEETING

In early February, Kin Canada National Headquarters was abuzz with Kin who came from all over Canada to collaborate, strategize, learn, and put plans into action that will drive the Association forward.

Thank you to the National Board of Directors, members of the National Committees, HQ Staff, and the Vice Governors from each district who gave their time, attention and ideas throughout the weekend. Everyone pulled long days to make the most of the face-to-face time they had on their agenda as well as make time to meet and share ideas with other groups. It was exciting to watch and be part of, especially when you see groups bringing different ideas and perspectives to the same table.

Sustaining such intense focus in such a short period of time is fueled by the fellowship that naturally occurs when Kin come together. Personal and working relationship are forged through such gatherings and are the foundation for continued collaboration between the National Board, Operations Committees and HQ Staff. We are well-positioned for the coming year of conference calls and ad hoc conversations that will continue to fuel the momentum. Vice Governors also undoubtedly built relationships and shared knowledge during their intensive training weekend that will help them lead their districts during our centennial year.

I am pleased to provide an overview of the updates and outcomes that came from this productive and inspiring weekend. Reports from the National Board of Directors and all Committee Chairs who attended the weekend are below. To see how all of these objectives fit into the strategic plan of the Association, see the Operations Road Map on iKin (under Teams - Reports and Meeting Minutes).

*Grant Ferron*

*Executive Director*

## UPDATE FROM THE NATIONAL BOARD OF DIRECTORS

The National Board of Directors had a very successful face-to-face meeting. All of the committees of the board are working hard towards the priorities outlined for the year. Our agenda was ambitious but we were able to accomplish a lot in a short time.

Changes to the Volunteer Screening Policy were presented and approved by the board. This was a result of the monitoring of the implementation of the original policy. A policy re: Working with the Vulnerable Sector is under development. Executive Director Grant is coordinating communication and additional resources with HQ Staff which will be released to all members in the next few weeks.

A thorough evaluation and audit of the Governance Policies is almost complete. Terms of Reference and job descriptions of board roles are also being evaluated for update. The results will allow the board to review the efficiencies of the board as outlined by the policies that structure it and make adjustments as required.

A recruitment plan for attracting new Board Members for the 2020-2023 term will be finalized and ready for roll out at Fall Leadership Conferences in 2019.

A full update on the 2020 Committee's initiatives was provided.

The Strategic Planning Committee reviewed the current strategic priorities and goals with the board and the Executive Director. These conversations will shape the new priorities and goals of the updated Kin Canada Strategic Plan.

*Amanda Naughton-Gale*

*National Director*

## UPDATE FROM THE NATIONAL SERVICE DIRECTORS

In Cambridge during the Frosty February Frenzi weekend, the incoming and outgoing National Service Directors and National Projects Coordinator were very fortunate to meet in person. Using feedback from the Service session at Fall Leadership Conventions and information from the District Service Directors, a Service Action Plan was formulated. This plan will guide the National Service Committee in their efforts to keep us moving forward in our quest for excellence in Service. We were able to meet with each National Committee and garner their assistance in the implementation of the plan. We also met with the National Communications Coordinator to discuss how we can improve communication across the Association. The Service Action plan will be unveiled at District Conventions in the Spring!

*Penny Lees-Smith*

*National Service Director*

## UPDATE FROM THE NATIONAL EDUCATION COMMITTEE

As part of the Frosty February Frenzy, not only did the National Education and Training Committee (NETC) meet as a committee but members (Lee and Melodie) were also involved in facilitating a very successful Part 2 of incoming Governor training over 2 days. Committee members not involved in the training continued to work on projects and other upcoming training initiatives throughout the weekend.

### DISTRICT LEADERSHIP SEMINARS

The NETC reviewed the Deputy Governor (DG) survey that was completed in the final quarter of 2018 and acted upon the data/results by incorporating into the final agenda a reinstated Deputy Governor training module and learning objectives for the upcoming sessions. Additional follow up will include providing a newsletter template and outline for DGs, a "Paper Work Know How", and social media training. Enhanced job descriptions in an updated format will also be ready for the District Leadership Seminars (DLS).

In collaboration with the Club Support Committee, discussion included exploring a "database/online method" for DGs to log club visits as an additional component to the Club Health Assessment instead of as a separate paper checklist as previously submitted.

Over the weekend, Terri continued to finalize content for training resources both in-house and remotely.

A meeting with the National Service Directors and National Projects Coordinator also helped to provide clarity around further "service" content to be included in the DLS.

The Successful Manuals (District and Zone) were discussed and we will be looking at possible stream-lining and linking to iKin resources to minimize duplication of content and creating a more user-friendly resource within the districts.

### FORMERLY SPEECHCRAFT PROGRAM

Content review for our recently revised Kin speaking/leadership training (name to be determined) occurred over the weekend with a plan for continued review/completion. The expectation is that this will be one of Kin's signature programs so it is important to ensure that it is Kin-specific and is not replicating any other programs (i.e. Toastmasters Speechcraft) already in existence. The NETC's plan is to have the course ready to launch at our 2019 National Convention.

### NEW MEMBER ORIENTATION

Discussion about the New Member Orientation included plans for redesigning it to be an interactive online presentation for Kin-U and/or webinar presentation. The goal is to utilize eLearning authoring tools that will promote participant interaction throughout and not just upon completion of the course.

As part of the New Member Orientation, webinars will be setup (frequency to be determined based on review of the monthly new member stats). Content to be reviewed on the webinar will include orientation content, iKin, and Kin U (with NETC planning to facilitate; JM would be able to facilitate a French webinar for members who's preferred language is French). The webinars will provide an opportunity for new members to get information in a timelier manner and connect with other new members on a broader national scale. Planning and scheduling will begin in Fall 2019 and the new Member Orientation webinars will be introduced at National Convention.

NETC is exploring the option to add "preferred language" to the member application form.

### KIN U

Our recruitment efforts for Course Developers (content and/or technical) was slow on the uptake so Darlene is looking into some post-secondary student opportunities/unpaid co-op placements. We will continue to look for ways to attract Kin members who may be interested in projects on ad hoc basis – perhaps by a video clip ad or shoulder tapping.

Discussion on ways to drive more Kin U registration/access of courses included developing a system of awards, points for completion, etc. Further consideration will happen as our course offerings increase. A postcard has been developed and will be included in new member package that will encourage and direct new members to Kin U.

We will continue to seek additional third party training resources that would be of interest and are applicable to Kin members. Discussion of possible ones to explore occurred.

As we look to expand our course offering, we will be developing standards for consistency in our own Kin eLearning courses. For example, including an overview of what will be learned, competencies addressed/levels, and consistency in buttons, arrows, graphics, etc.

This past weekend we initiated uploading the certificate of completion to Kin U. Our committee's IT expert will be developing within Kin U to ensure that it aligns with Kin-U requirements for auto-populating to each user upon course completion.

## UPDATE FROM THE NATIONAL EDUCATION COMMITTEE (Continued)

### NETC FRENCH STRATEGY

The need for current Kin training material to be translated was identified and we will be seeking out translators in our Quebec and Fredericton clubs. We will also be adding the French language option for Kin U pages with complete translation on our landing page to mirror the current English content (similar to iKin).

### LEADERSHIP TRAINING PATH

The work of the committee on the Leadership training path was presented to the board by Melodie and Debbie. The report was well-received. The next steps will be for the committee to identify skill requirements associated with each role within the Association and outline the courses/opportunities that we currently have in our catalogue. These courses/opportunities will provide every member with the possibility to obtain the skill sets necessary to be successful in the roles they fulfil. From there, the committee will identify the opportunities for further course development to address any gaps. This will be the catalyst for our training moving forward.

### NATIONAL COMMITTEES/NATIONAL STAFF

The NETC had many opportunities to share new and coordinate joint ideas with all of the National committees. The NETC also met with National Staff to review the “app” proposal being worked on and made several suggestions – to add a search feature/link to iKin to drive members there. We will be evaluating the Kin Book for possible duplication/linkages and determining what is still needed within Kin book versus iKin. We are very excited about the work ahead.

National Communications Coordinator Krista Nicol gave a presentation to incoming Governors about the Graphic Standards Manual and facilitated a discussion about how we can improve communication across the Association.

National Project Coordinator Christine Stahl led a Lunch and Learn about Asset Based Community Development (ABCD) for all attendees and a hands-on activity was conducted following dinner. ABCD is a theory that encourages clubs to identify the strength and resources within their community, develop strong partnerships and engage community members to take part in the process to create meaningful community change. Much thanks to Christine for leading the team in bringing Asset Based Community Development to life.

*Melodie Lemoeligou*  
*National Education and Training Committee Chair*

## UPDATE FROM THE NATIONAL AWARDS AND RECOGNITION COMMITTEE

The National Awards and Recognition Committee was very busy at the face-to-face meeting with a full agenda and found it beneficial to be able to meet with a few other committees and the Vice Governor team.

We started off by completing the Diane Rogers Kin Pride award questions as this award comes out March 1st, 2019. This will be the last year for this award and, sadly, it will be retired.

Every year, we review the criteria for the awards listed in the handbook and make small changes to ensure that they are up to date and obtainable. After having a chance to meet and discuss ideas and concerns with the National Education and Training Committee, National Service Directors, and the Vice Governors, we found they all brought forward ideas for us to discuss and changes to implement.

We will be adding a few new line items, and will be making changes to who can apply and sign off on an award affidavit. These changes will not be applied until the 2019/2020 year as we don't want it to be unfair if someone printed off an affidavit in the beginning of the year and half way through it had changed.

As the member who is tasked with managing National Awards and Recognition at National Convention changes from year to year, we agreed to create a checklist to ensure the same process is used consistently. The checklist will include action items to be completed, procedures to be followed, and “manpower” requirements for the Founder Members Public Speaking Competition. We have a few ideas on the Awards handout that goes on the tables at National Convention and will bring them up at the appropriate time. We are unsure of the format that will be used and if changes can be made or not.

We are not quite ready to share all the information yet, but we are very excited to say that we have created a new Award for the 100th anniversary celebration. It took a great deal of time, with much discussion and research. This award will be unveiled at the 2019 National Convention and be listed in the 2019/2020 handbook once released. Please watch for information on this new and exciting opportunity.

*Debbie Landry*  
*National Awards and Recognition Committee Chair*

## UPDATE FROM THE NATIONAL CLUB SUPPORT COMMITTEE

During the Frosty February Frenzy, the Club Support Committee came together to work on our current projects, collaborate, establish a direction for these projects and walk away with actionable items to complete these resources.

The collaboration, sense of teamwork, hard work and project changing ideas that came from this weekend would not have been possible had we not come together and gelled as a team so flawlessly. The future of this committee is bright and the resources created from this weekend will serve to benefit the greater Kin Canada population, incorporate the needs we have been hearing from members, and utilize resources and programs we have already established as an Association.

The theme of the weekend with the Club Support Committee was communication, relationships and using the pre-established and knowledgeable assets within and outside of Kin.

Below is what the committee worked on and accomplished this weekend:

### **KIN & YOUR BUSINESS - PROJECT LEAD: CAT COSTAIN**

The goal of this initiative is to create another avenue for recruitment to take advantage of the volunteering trend of incentivized volunteering and potentially opening up the opportunity for clubs to partner with local businesses. The contents of a promotion brochure have been created and a mock-up of the design has been started. A script for a possible Kin & Your Business video is being worked on as well as a frequently asked questions list. A pilot plan has been established to test the project pitch and brochure before any additional accompanying resources are created. The idea of creating a program video to create a consistent message for all clubs when they are presenting Kin to businesses in their communities is being explored.

### **KIN AWARENESS SURVEY - PROJECT LEAD: LINDSAY KING**

The goal of this initiative is to gauge the level of understanding of the Kin population on the topic of inclusivity and diversity to establish a baseline to build upon when creating more resources and education on the topic. The committee has sourced an inclusivity awareness survey scale to use with the Kin population. Work will be done to put the questions into a Kin context, produce the survey scale in an online format, and determine how results will be presented back to the membership. The awareness survey will be created and presented to members through District Conventions (an online and paper copy will be produced) with results to be given back to the District within 1 week post-convention. The results of this survey will influence further education and resources created by the committee.

### **MUNICIPAL ENGAGEMENT HANDOUT - PROJECT LEAD: SARAH DEBODT**

The goal of this initiative is to provide a resource to clubs outlining key ways to create, maintain or rebuild a relationship with their local municipality. The committee has gathered research and best practices from clubs around Canada, has compiled themes into categories and created a circular workable graphic to explain the process of creating communication and relationships. This resource will be completed and sent to Kin who have knowledge of the political realm to review for accuracy.

### **MENTORING PROGRAM STRUCTURE - PROJECT LEADS: MARLEY HANISHEWSKY & CAROL COOPER**

The goal of this initiative is to continue to develop the Kin Canada Mentoring Program by providing more structure to the mentoring relationships and ensuring that the mentor and mentee know the level of commitment within this program. The committee has already sourced various types of mentoring program workbooks from different businesses as inspiration. These books will be assessed and a Kin Mentoring Booklet with questions will be produced.

### **TRAVELLING KIN - PROJECT LEAD: CAROL COOPER**

The goal of this initiative is to recreate the previous Travelling Kin program (essentially a type of Kin Canada phonebook) in a new 21st century way. The committee has broken down the purpose of the program into key themes to identify the best route to redeliver the program in a member-driven way. From this, the committee has decided to redeliver the program using a route that utilizes preexisting resources that have a significant Kin following. Descriptions, conduct, instructions for use and a larger social media scope have been discussed and decided upon by the committee. The committee has also reviewed and piloted a couple tactics for the Travelling Kin program during the working weekend and is hoping to be able to bring the program back to life by National Convention 2019.

### **INCLUSIVITY EDUCATION - PROJECT LEADS: MARLEY HANISHEWSKY & JOHN DEBEER**

The goal of this initiative is to create a set of educational pieces to teach members about different areas of inclusivity and diversity based on the results and information obtained from the Kin Awareness Survey and how to live out the Objects of the Association. The hope is to have some of this education published on Kin-U by Fall 2019. Topics include:

- Awareness and Climate
- Levels of Inclusion
- Levels of Tolerance and Understanding
- Degree of Empathy
- Degree of Adaptation and Change
- Persistence and Commitment

## UPDATE FROM THE NATIONAL CLUB SUPPORT COMMITTEE (Continued)

### MEETING WITH THE NATIONAL SERVICE DIRECTORS

During the committee meeting with the incoming and outgoing National Service Directors, we identified commonalities and areas where collaboration can be utilized. One of these collaborations will be with adding specific service pieces to the update on the Deputy Governor Club Visitation Report form. Second will be integrating service aspects into the Kin & Your Business project pitch, brochure and presentation. Third will be integrating service aspects into the Municipal Engagement Handout when discussing how to further engage with our municipalities, how we can fit into their planning and how they fit into ours.

### OTHER NOTES FROM THE WEEKEND

The Club Support Committee has also been tasked with revamping the Deputy Governor Club Visitation Report for DLS time; we will be collaborating with different departments and committees for input.

We have also been tasked with compiling testimonials for the Club Health Assessment.

*Lindsay King*  
*National Club Support Coordinator*

## UPDATE FROM THE 2020 COMMITTEE

Past National President/Chair of the 2020 Committee Terri MacCannell and National Communications Coordinator Krista Nicol met to discuss the communications plan for 2020 initiatives that are currently being finalized by the 2020 Committee. Items that require planning or financial investment for the club will be introduced first to allow clubs adequate time to prepare.

The National Communications Coordinator and District 8 Communications Director Jacob Dutek produced a video to help explain the benefit of investing in the 2020 Documentary and marketing and recruitment videos that will help all clubs grow their membership. Thank you to NP Erin Thomson, NVP Brian "Coop" Cooper, PNP Terri MacCannell, PNP Carol Cooper, PNP Lee Burry, PNP Melodie LeMoelidou, PNP/Service Director Penny Lees-Smith, ND Eli Rizk, Incoming Service Director Vicki Andrews, and Kin John DeBeer for participating.

*Krista Nicol*  
*National Communications Coordinator*

## QUESTIONS, COMMENTS OR IDEAS

If you have any questions, comments, ideas or skills/knowledge that you'd like to share for any of these initiatives, please contact the Committee Chair listed in the updates above.



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